

TIME: 4:59

DATE: MON.

SPONSOR: BLUE BIRD SPORT SHOP

SOLICITOR:NE

SIGNS OF SPRING ARE EVERYWHERE. BICYCLES ARE OUT OF
WINTER QUARTERS, CROCUSES NOD IN BACK OF DEWEY HOUSE,
AND BARE KNEES ARE DEFINITELY THE TREND. TOSS THOSE
SKI-PANTS AND GRUBBY OLD BLUE JEANS AWAY. YOU WANT A
~~NEW~~ NEW PAIR OF BERMUDA SHORTS. AND THE BLUE BIRD SPORT SHOP
SHOP ON GREEN STREET HAS A COLLECTION THAT'S BRIGHT,
GAY AND INEXPENSIVE. WOOL AND ORLON--THE NEW WASHABLE FABRIC
AND COTTON CORD--THE OLD FAVORITE, ARE DEFINITELY IN
SEASON. PLAIDS, CHECKS AND SOLID COLORS OFFER A WIDE
VARIETY OF CHOICE. NAME YOUR PRICE--- THE SHORTS SELL
FOR \$3.95 UP TO 7.95. SHIRTS OF OXFORD AND BROADCLOTH
COME IN MATCHING COLORS--THEY'RE REASONABLE TOO. THE BLUE BIRD
SAYS: WHEN SPRING FEVER STRIKES---BE PREPARED---BE A WELL
DRESSED CONVALESCENT.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE,
NORTHAMPTON. THE CORRECT TIME IS NOW 5:00 PM.

ANNOUNCER'S SIGN.

3/1/54 - Nally Sarbone
3/22/54 Nally Sarbone

